

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 260256Z APR 75

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 4968

UNCLAS TAIPEI 2253

USDOC FOR OIM/FE--SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CLOSING DAY REPORT

(1) MACH TECH

(2) US TRADE CENTER, TAIPEI. APRIL 22-25, 1975

(3) 22

(4) \$271,500

(5) \$5,166,800

(A) \$1,411,800

(B) \$3,755,000

(6) 3

(7) 3

(8) 4

(9) NA

(10) 4123 (UNOFFICIAL)

(11) THE SUCCESS OF MACH TECH CAN BE MEASURED BY GOOD
UNCLASSIFIED

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VISITOR INTEREST, EXCELLENT SALES RESULTS AND THE SIGNING OF
3 AGENCY AGREEMENTS. ALL PARTICIPANTS ACHIEVED THEIR PRIMARY
OBJECTIVE FOR PARTICIPATION. SEVENTEEN EXHIBITORS RECORDED
OFF THE FLOOR SALES AND PROJECTED SALES OVER THE NEXT 12 MONTHS

WAS EVENLY BALANCED WITH ONE PARTICIPANT REPORTING FUTURE SALES OF A 7 DIGITS FIGURE, TWELVE AT 6 DIGITS AND EIGHT AT 5 DIGITS.

(12) THE SPACE REQUIRED FOR THE EQUIPMENT OF THE 22 PARTICIPANTS EXCEEDED THE CAPACITY OF THE FIRST FLOOR EXHIBITION HALL. FIVE EXHIBITORS DISPLAYED IN THE SECOND FLOOR CONFERENCE ROOM. HAND COUNT OF VISITORS TO THE SECOND FLOOR RECORDED 466 FEWER VISITORS THAN WAS COUNTED AT THE FIRST FLOOR ENTRANCE DURING THIS 4 DAY SHOW. NEARLY 90 PERCENT OF THE VISITORS VIEWED THE SECOND FLOOR DISPLAYS WHICH PROVES THAT BOTH FLOORS CAN BE USED TO EXPAND THE CENTER'S EXHIBIT FACILITIES TO THE SATISFACTION OF EXHIBITORS AND VISITORS.

THE EXHIBITORS HAD INTERESTING DISPLAYS WITH MANY MACHINES IN OPERATION. EXCELLENT ATTENDANCE WITH FAVORABLE COMMENTS BY BOTH EXHIBITORS AND VISITORS CONFIRMS THAT THE DECISION TO STAGE MACH TECH WAS TIMELY AND PRODUCTIVE.
UNGER

UNCLASSIFIED

<< END OF DOCUMENT >>

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